

WHAT IS CLAIMED IS:

1. A liquid crystal display device in which a liquid crystal is held between a pair of substrates arranged facing each other, on one substrate of a pair of the substrates, a plurality of scanning lines and a plurality of data lines are provided in the matrix while a diffusion reflector doubling as a display electrode and a switching element connected to the diffusion reflector are provided in each of regions partitioned by the scanning lines and the data lines, and a counter electrode is provided under the other substrate,

wherein the diffusion reflector comprises a specular reflector having electrical conductivity and a light-diffusion portion made of a transparent dielectric arranged on the specular reflector, and the light-diffusion portion has an uneven configuration on the surface in the side facing the liquid crystal.

2. The liquid crystal display device according to Claim 1, wherein the light-diffusion portion comprises a number of projections arranged at a distance from each other.

3. The liquid crystal display device according to Claim 1, wherein the value of the dielectric constant of the transparent dielectric constituting the light-diffusion portion is close to the value of the dielectric constant of the liquid crystal in applying the voltage to the liquid crystal rather than the value of the dielectric constant of

the liquid crystal in applying no voltage to the liquid crystal.

4. The liquid crystal display device according to Claim 1, wherein the value of the refractive index of the transparent dielectric constituting the light-diffusion portion is close to the value of the refractive index of the liquid crystal in applying the voltage to the liquid crystal rather than the value of the refractive index of the liquid crystal in applying no voltage to the liquid crystal.

5. The liquid crystal display device according to Claim 1, wherein a maximum value of the thickness of the light-diffusion portion is 3  $\mu\text{m}$  or less.

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6. The liquid crystal display device according to Claim 1, wherein the transparent dielectric constituting the light-diffusion portion comprises polyimide, and the transparent dielectric is subjected to a rubbing treatment so that a function as an alignment film is provided.

7. The liquid crystal display device according to Claim 1, wherein the diffusion reflector is a transflector.

25 8. A liquid crystal display device in which a liquid crystal is held between a pair of substrates arranged facing each other, a diffusion reflector doubling as a display electrode is provided on one substrate of a pair of the

substrates, and a counter electrode intersecting the display electrode is provided under the other substrate,

wherein the diffusion reflector comprises a specular reflector having electrical conductivity and a light-

5 diffusion portion made of a transparent dielectric arranged on the specular reflector, and the light-diffusion portion has an uneven configuration on the surface in the side facing the liquid crystal.

10 9. The liquid crystal display device according to Claim 8, wherein the light-diffusion portion comprises a number of projections arranged at a distance from each other.

10. The liquid crystal display device according to  
15 Claim 8, wherein the value of the dielectric constant of the transparent dielectric constituting the light-diffusion portion is close to the value of the dielectric constant of the liquid crystal in applying the voltage to the liquid crystal rather than the value of the dielectric constant of  
20 the liquid crystal in applying no voltage to the liquid crystal.

11. The liquid crystal display device according to  
Claim 8, wherein the value of the refractive index of the  
25 transparent dielectric constituting the light-diffusion portion is close to the value of the refractive index of the liquid crystal in applying the voltage to the liquid crystal rather than the value of the refractive index of the liquid

crystal in applying no voltage to the liquid crystal.

12. The liquid crystal display device according to Claim 8, wherein a maximum value of the thickness of the  
5 light-diffusion portion is 3  $\mu\text{m}$  or less.

13. The liquid crystal display device according to Claim 8, wherein the transparent dielectric constituting the light-diffusion portion comprises polyimide, and the  
10 transparent dielectric is subjected to a rubbing treatment so that a function as an alignment film is provided.

14. The liquid crystal display device according to Claim 8, wherein the diffusion reflector is a transflector.